

ABSTRACT

A product purchase decision making device for assisting consumers in making purchase decisions. Data identifying the product is inputted into the handheld device, either by the consumer directly or by scanning the products' bar code label. The device accesses a global telecommunication network to retrieve information concerning that product from an information database, such as the manufacturers' website or a consumer reporting agency. A decision is automatically displayed to the consumer by a series of decision buttons, indicating a "yes" or "no" decision, or a "caution" decision advising the consumer to research additional information. The additional information may be automatically displayed on the device's display screen. The device comprises a handheld computer, personal data assistant or a cellular telephone.